The focus of the Communication major is to enhance the student’s knowledge and practical skills in various areas of human communication, media, and technical production.

In addition to the University Core Curriculum, the following courses are required for the Bachelor of Arts Degree in Communication.

Communication majors in any of the three tracks (Communication Studies, Media Studies, or Media Production) must complete the Communication Core Courses.

### REQUIRED COMMUNICATION CORE COURSES (9 HRS.)
- COMM 1307 Media and Society
- COMM 1370 Introduction to Communication
- COMM 3310 Communication Theory

### COMMUNICATION STUDIES TRACK (18 HRS.)
- COMM 1318 Interpersonal Communication
- COMM 2333 Small Group Communication
- COMM 3311 Nonverbal Communication
- COMM 3320 Business & Professional Communication
- COMM 4345 Intercultural Communication
- COMM 4380 Senior Seminar in Communication Studies

### FOUR COMMUNICATION ELECTIVES (12 HRS.)
Communication Studies requires TWELVE semester credit hours of ELECTIVES from a selected list. Please refer to the back of this document, the undergraduate catalog or your Official Degree Plan for a complete list.

**TOTAL COMM Hours: 39**  
*Teacher Certification also available!*

**Business Manager**  
**Community Manager**  
**Crisis Manager**  
**Public Relations Practitioner**  
**Marketer**  
**Government Press Secretary**  
**Speechwriter**  
**Market Researcher**  
**Mediation Specialist**  
**Program Coordinator**  
**Political Campaign Director**

The Communication Studies emphasis offers understanding in the theory and practice of human communication in a variety of contexts including interpersonal, organizational, and intercultural communication, as well as public relations.

It is critical for all Communication majors to meet with their academic advisor prior to registering each semester.

**RELATED CAREER TITLES FOR COMMUNICATION STUDIES GRADUATES**
- **Business Manager**  
- **Community Manager**  
- **Crisis Manager**  
- **Public Relations Practitioner**  
- **Marketer**  
- **Government Press Secretary**  
- **Speechwriter**  
- **Market Researcher**  
- **Mediation Specialist**  
- **Program Coordinator**  
- **Political Campaign Director**

A Communication Studies degree, when coupled with an advanced degree or teaching certification, may also lead to career titles such as:

- **Counselor**  
- **Human Resources Manager**
- **Lawyer**  
- **Speech Teacher**

*A sampling of career titles that have been obtained by Communication Studies graduates. This is not an exhaustive list.*

This is not a complete Degree Plan. Please review the Undergraduate Catalog and contact an Academic Advisor in the College of Liberal Arts to set up your own personalized degree plan.
COMMUNICATION ELECTIVES:
Communication majors must take four additional electives in the major not already taken for other requirements. The following are recommended for those students pursuing the Communication Studies emphasis. The faculty also suggests additional Communication Studies Electives be taken to count toward the total number of university elective credit hours.

COMM 1342 Voice and Diction
COMM 2350 Media Writing and Performance
COMM 3325 Relational Communication
COMM 3330 Persuasion
COMM 3341 Public Relations Cases & Strategies
COMM 4314 Gender Communication
COMM 4331 Public Relations Techniques
COMM 4335 Crisis Communication
COMM 4340 Advertising Criticism
COMM 4350 Communication in Organizations
COMM 4390 Topics in Communication
COMM 4395 Legal and Ethical Issues in Communication
COMM 4396 Directed Individual Study^ 
COMM 4398 Applied Experience^ 
COMM 4399 Communication Internship^ 

^Only 3 semester hours of this course may count toward the major.